

# SPOTLIGHT

NEWS  
for the  
PEOPLE of  
CHULA  
VISTA

## *Your City Connection*

[www.chulavistaca.gov](http://www.chulavistaca.gov)

**HAVE YOU SEEN US LATELY?** The City of Chula Vista has a new look online that includes a re-designed home page that's more helpful and user friendly. When you visit us, you'll get the latest news and information about City services, events, programs and major projects. On our Website, explore job opportunities, download an Audiobook, check for road closures, sign up for recreation classes, watch a City Council meeting in progress—and much more.

On the home page, visitors can learn about special workshops and upcoming hearings. The new City Calendar makes it easier to track important events and dates. Go to City Services to view trash pickup and street sweeping schedules. A collection of icons is your direct connection to e-Brief, the City's electronic newsletter, the Chula Vista Animal Care

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# Fighting Graffiti

IN LATE SUMMER, Chula Vista rolled out a new secret weapon in its battle against graffiti. It's a custom-built high tech 17-foot van outfitted with equipment that allows a specially trained team of City employees to mix and match paint colors on the spot. That means no more patchwork effects on buildings, walls or fences; the Graffiti Removal Color Matching Van and its assigned crew have the capability of whipping up just the right shade of paint to blend with the original color of any surface. The effect is a seamless surface with no telltale signs of graffiti.

Public Works employees have been trained to operate the van—the first of its kind in the region. On board is an amazing instrument called a spectrophotometer—a laser shooting, hand-held Palm Pilot/scanner that “reads” the color of a surface the crew intends to match. When crew members upload the information from the spectrophotometer to a computer housed in the truck, they’re offered several formulas. They pick the best option and start mixing colors.

The possibilities are mind-boggling. Before the new truck went into service, City crews had only five stock colors in their anti-graffiti arsenal. Now, they have the ability to mix more than three thousand

different colors.

Inside the truck is a self-contained mini home improvement store, with a 12-canister tinting dispenser, paint shaker, portable and truck-mounted air-less paint sprayers, sinks, enough storage cabinets for 50 gallons of paint, a label maker, GPS digital camera, and a dual monitor PC. Color tints with names like thalo blue, red oxide, raw umber and magenta, are carefully measured and mixed with one gallon cans of base paint to achieve the perfect match. The final step is spraying or rolling on the custom color.

Property owners are praising this new and effective weapon against graffiti. “Everybody is really happy,” observes Junior Llamas, a member of the crew. “Not only are we removing graffiti, we’re making the City more beautiful.”

A global positioning system onboard the new van accurately pinpoints and tracks graffiti work locations, which are entered into a database. The paint crew also sends photographs of the vandalism to police who may use the evidence when prosecuting taggers.

“Graffiti is a major plague that is costing big money, nationwide,” according to Public Works Manager, Ted Larson, who oversees the new unit. Larson says the arrival of the van focuses attention on a decades-old problem that takes a toll on any city’s identity. “I’m hoping this new approach to fighting graffiti translates into a community awareness tool. Hopefully, this new piece of equipment will help restore neighborhood pride and inspire business owners and residents alike to get involved.” To report graffiti, please call the City’s graffiti hotline at (619) 691-5198. 🌿



## New Look for Civic Center

**PHASE TWO IN THE REMODEL** of the City Hall complex is nearing completion. Renovations to the Public Services Building are on schedule, and the facility should be open to the public sometime in January.

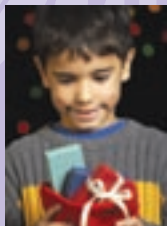
The building will house the Engineering and Planning and Building Departments. One of the major improvements will be the consolidated counter area, which is expected to simplify the process of doing business with both departments. Space has been provided for a state-of-the-art traffic control center that will be phased in as the City continues to grow and its transportation network expands.

The \$12.3 million project involves a total makeover of the interior of the building including the removal and reconstruction of the former City Council Chambers area.

Architecturally, the exterior of the building will be updated to reflect the standards introduced by the new City Hall. A pedestrian-only area with benches, landscaping and a water feature will replace the parking lot located north of the remodeled building.

Once the Public Services Building re-opens, work will begin on the former police department building next door. That project is slated for completion in the spring of 2008. 🌿

# Around Town...



## Be a Pal for the Holidays

On December 9, the Chula Vista Police Activities League will be delivering toys and food for the holidays to families on a pre-selected list. Those interested in contributing toys or food to the PAL effort, may drop off their donations at the front counter of the Police Department by December 1. Each year, approximately 300 families, including more

than 800 children, receive packages from the League. Call (619) 691-5146 for more information.

## CVPD Singled Out

Once again, the Chula Vista Police Department's anti-bullying campaign is attracting national attention. Recently, the National League of Cities and CH2M, a consulting firm, announced that the program is a finalist for the 2006 Awards for Municipal Excellence. Cities and towns from 38 states entered the competition. The award recognizes outstanding programs that have significantly contributed to a community's quality of life.

Working closely with the Chula Vista Elementary School District, police introduced the anti-bullying program almost four years ago, and data collected by the schools shows the program is making a significant difference in behavior. Statistics show that bullying was reduced up to 30% in trouble prone areas around campus, particularly in rest rooms, gym classes, cafeterias and bus stops.

## More Recognition

The State Attorney General's 2006 Crime Prevention Program of the Year award went to the Chula Vista Police Department's School Watch Program! Created by the department's Community Relations Unit, the program is an all-inclusive approach to making schools and their surrounding neighborhoods safer. It brings residents, schools and law enforcement together to form an anti-crime partnership with an emphasis on children's safety.

## Award Winning Projects

Traffic flow along the I-805 corridor and its Chula Vista connectors has improved dramatically since several significant road projects have been completed. Motorists who use East H Street, Telegraph Canyon Road, Main Street and Olympic Parkway have noticed the difference. So has the American Public Works Association. Recently, its San Diego and Imperial Counties chapter presented the City of Chula Vista with four of the association's top awards for those

road improvements and other projects including construction of Salt Creek Park.

## Energy Savings

Chula Vista is partnering with SDG&E to promote energy conservation and efficiency in our community. Over the next two years, City staff will be helping residents and small businesses take advantage of incentive programs to lower their energy use and costs. What kind of incentives?

- Free energy assessments
- Lighting exchanges
- Appliance replacements

The partnership also provides funding for the City to install energy-efficient improvements to municipal buildings. Helping restaurants and food service companies retrofit their facilities with energy-saving devices is one of the partnership's first priorities. These businesses will be able to have their conventional pre-rinse spray valves replaced with more efficient models *for free!* The new models will reduce hot water use by approximately 50% while lowering energy demands for water heating.

For more information on the partnership's cost-saving programs, contact the City's Department of Conservation and Environmental Services at (619) 409-3893, or [Conservation@ci.chula-vista.ca.us](mailto:Conservation@ci.chula-vista.ca.us).

## "Tackle a Good Book"

Looking for a fun way to encourage your children to read more? Fall and football team up to make reading exciting when the Chula Vista Public Library's popular sports-themed program—"Tackle a Good Book"—gets off to a running start in November.

Children and teens (pre-school to 8th grade) can sign up for the free program at any of the City's three library branches beginning Nov.

1. Participants in each program read a certain number of books or pages to earn small incentives. For more information, visit the closest Chula Vista library branch or click on [www.chulavistalibrary.com](http://www.chulavistalibrary.com).





## Bus to Shop

Now that Chula Vista's new regional shopping center is open, are you looking for a reliable way to get there? Arrive on time to shop and dine at the Otay Ranch Town Center using Chula Vista Transit. Check out the available bus routes.

Route 709 starts out at the H St. Trolley Station and heads east on H to Southwestern College along Otay Lakes Rd. This route reaches the shopping center via East Palomar St. and Olympic Parkway. It travels in both directions and operates every 15 minutes on weekdays and every 30 minutes on weekends and holidays. No transfer is required. Route 709A and Route 707 serve EastLake residents (weekdays only).



These routes run approximately every hour, so make sure to get a schedule in advance and plan your trip accordingly. Route 712, a recent addition, serves passengers coming from the south. Buses run from the Palomar Trolley Station every 15 minutes on week-

days and every 30 minutes on weekends and holidays. This route travels all the way up to East Palomar St and La Media via East Palomar St where riders must transfer to the eastbound Route 709. For customized trip planning or other information about any of our new transit routes, visit [www.sdcommute.com](http://www.sdcommute.com) or call 1-800-commute.



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## Your City Connection

*continued from front page*

Facility, Spotlight and our streaming video service. Most Requested will link visitors to the City's most popular services.

Looking for health information for elderly parents? Are you interested in reading newspapers from around the world or taking an Audiobook on vacation? Maybe your kids need help with their homework. You'll find all of this—much more than is available on free Internet search engines—on the Chula Vista Library's web site at [www.chulavistalibrary.com](http://www.chulavistalibrary.com).

Watch sharks and rays swim effortlessly through the water at the Chula Vista Nature Center—all aired 24/7 on the live webcam at [www.chulavistanaturecenter.org](http://www.chulavistanaturecenter.org). It's the next best thing to enjoying these special animals up close.

From fitness classes and tennis lessons to dance for toddlers, you'll get the full roster of all of the classes and activities offered at the city's recreation centers on [www.chulavistaca.gov/rec](http://www.chulavistaca.gov/rec). Peruse the complete quarterly brochure and then save time by registering online. Take a virtual tour of the City's new recreation centers or watch a video of recent park openings. Softball players on the City's many teams have the ability to download current schedules and standings for recreation leagues as well as check field conditions.

Concerned about public safety? The Police Department's site tells you who is in the City jail and what crimes they committed. Before the end of the year, residents will be able to report crimes online, using the City's Website to file reports on traffic collisions, petty thefts, vandalism and vehicle burglaries. Go to [www.chulavistapd.org](http://www.chulavistapd.org).

Looking for job opportunities? Human Resources offers a complete listing of all current open positions on our Website. Applying on-line is easy! Look for "Apply Online" and submit your application. Since some positions may require a hard copy application, a pdf version of the form is also available.

Are you thinking about remodeling your home or building a patio? Save yourself a trip to the Planning and Building Department by clicking on e-Zoning, a new online service that makes it easy to research the rules about property use, improvement and development. Just enter your address and e-Zoning will guide you through the City's zoning regulations and more. Click on [www.chulavistaca.gov/go/ezoning](http://www.chulavistaca.gov/go/ezoning).

Don't forget our GIS Property Search application under Most Requested, a search tool that can help you locate vacant land or commercial and industrial buildings that are for sale or lease.

Interested in protecting the environment? Check out [www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean), our newly launched site—Your Community, Your Environment, Your Choice—to find out how to keep Chula Vista clean by making better choices at home and in the workplace.

Find all the information you need to care for your pet at [www.chulavistaca.gov/pets](http://www.chulavistaca.gov/pets), the home of the Chula Vista Animal Care Facility. Meet the Pet of the Month, download dog license applications and get information about how to deal with barking dogs, stray animal pick-up, and lost and found pets.

Our site is changing, and new services are coming your way soon. Visit us often to find out what's new at your City connection.

# Seasonal Celebrations

**Portrait of a Community:** Chula Vista 2006 is an art exhibition that showcases the Chula Vista community through local artists' paintings and visual art. The annual exhibition will be open to the public from November 26, 2006 to January 4, 2007 at the South Chula Vista Library located at 389 Orange Avenue. Sponsored by the Chula Vista Art Guild and partially funded by a grant from the City of Chula Vista. For additional information, please visit [chulavistaartguild@yahoo.com](mailto:chulavistaartguild@yahoo.com).

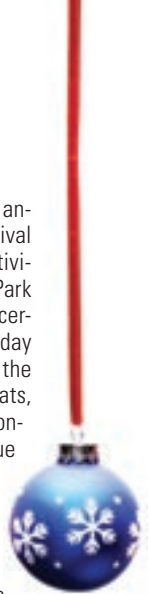
**Holiday Festival & Starlight Parade:** On December 2, the community is invited to celebrate the start of the holiday



season with the City's Holiday Festival and 44th annual Chula Vista Starlight Parade. The Holiday Festival featuring live musical performances, crafts and activities will be held from 2:30 to 5 p.m. in Memorial Park and Bowl. Watch the Mayor's holiday tree lighting ceremony at 5:30 p.m. and enjoy one of the largest holiday parades in the county immediately following. Join the fun along Third Ave. as marching bands, festive floats, and carolers spread holiday cheer. Events are sponsored by the City of Chula Vista and Third Avenue Village Association, (619) 422-1982.

**Christmas Circle:** A long-standing holiday tradition—Christmas Circle—celebrates its 49th year in Chula Vista. Walk or drive through this spectacular display of sparkling lights and festive decorations. The Circle is open to the public from December 9 – 26 between the hours of 5 and 10 p.m. daily and located on Whitney and Mankato between First and Second Avenues, south of H Street.

*For more information about events taking place in Chula Vista throughout the year, call the City's special events hotline at (619) 585-5682; or visit the City Calendar listing on the City's Website at [www.chulavistaca.gov](http://www.chulavistaca.gov).* 🎄



# Holiday Recycling Reminders

**Turkeys** Are you planning to deep-fry Thanksgiving turkey this year? Don't pour the oil down the sink or flush it down the toilet. Grease blocks pipes and sewers and results in costly backups and repair bills. Do place your used cooking oil in a bottle or container with a watertight lid. Call Allied Waste at (619) 421-9400 two days before your regular trash/curbside recycling day and put your oil at the curb for collection.

**Trees** Don't expect haulers to pick up decorated holiday trees over six feet tall unless they have been cut in half and all tinsel, decorations, wire and plastic stands have been removed. Flocked trees are not recyclable and should be cut up and put in the regular trash. Residents with curbside service should place the tree at the curb on regular trash/recycling day.

Residents of apartments and condominiums should check with their manager on recycling procedures. For further information, please contact Allied Waste Services at (619) 421-9400. 🌿

## Did You Know?

- The city opened its eighth new park since April in Otay Ranch. Horizon Park—a 5.3 acre neighborhood park located at East Palomar Street next to Hedenkamp Elementary School rolled out the green carpet in September.
- Over-watering your lawn takes a toll on streets and sidewalks. Too much water undermines sidewalks and wears down asphalt.
- A consent form with your signature on it speeds up the process for getting rid of graffiti in your neighborhoods. City employees can remove graffiti within 48 hours—at no cost—if property owners have a consent form on file.
- In addition to the fantastic exhibits at the Chula Vista Nature Center, look for news on special workshops and nature walks. Go to [chulavistanaturecenter.org](http://chulavistanaturecenter.org) for information.

# Home 4 the Holidays 2006

During this holiday season, consider adopting a pet from the Chula Vista Animal Care Facility (CVACF). While the holidays are a wonderful time of year for many people, hundreds of companion animals are living in shelters, deprived of loving homes. In fact, it's a time of year when shelters are often overcrowded with orphaned animals. You could make a tremendous difference in their lives and yours by adopting one of them.

"Our facility is filled with dogs, cats, puppies, kittens and rabbits who are in need of a little love and attention," said Dorothy York, director of the CVACF.

In an effort to encourage Americans to adopt animals from shelters and rescue agencies, more than one thousand animal organizations from around the country organized Home 4 the Holidays. The eight-week campaign kicks off November 6 and runs through January 3 of next year.

More families add pets to their homes during the holidays than any other time of year, yet only 17 percent of those animals are adopted from rescue agencies and shelters.



"People can find the perfect pet right here in Chula Vista," said York. "We do not endorse the adoption of an animal as an impulse gift because pets become part of any family, and choosing the right one requires careful consideration. And our trained staff will help you choose the right pet to suit your lifestyle."

Last year's CVACF Home 4 the Holidays campaign set a new record for animal adoptions—395 pets found new homes, a 45% increase over the previous year's effort. During the campaign, local families adopted 182 dogs, 180 cats and 33 small companion animals.

All pets adopted during the campaign will go home with a Home 4 the Holidays adoption kit complete with food samples, coupons and important information on pet care, behavior and training.

Celebrate the season with a visit to our facility. We're located at 130 Beyer Way and open Monday through Friday from 10 a.m. to 5 p.m. and Saturdays from 10 a.m. to 4 p.m. For more information on Home 4 the Holidays, contact Isabel Bermudez at (619) 476-2491. 🍀



## CHULA VISTA SPOTLIGHT

### City Council

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The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is [www.chulavistaca.gov](http://www.chulavistaca.gov)